

## REMARKS

Favorable reconsideration of this application, in light of the following discussion and in view of the present amendment, is respectfully requested.

Claims 1-13 have been cancelled. New claims 14-24 have been added. Claims 14-24 are pending and under consideration. Support for the new claims can be found at page 21, lines 4-24 and page 25, lines 8-26 of the specification and in Figs. 9-10 of the drawings.

### I. Rejections under 35 U.S.C. § 102

In the Office Action, at pages 2-12, claims 1-13 were rejected under 35 USC § 102(e) as being anticipated by Mori et al. (U.S. Patent No. 6,900,781).

Claims 1-13 have been cancelled. Accordingly, withdrawal of this § 102(b) rejection is respectfully requested.

### II. New Claims

New claims 14-24 have been added.

None of the cited prior art, including Mori et al., discusses or suggests:

changing the sustain pulse from the first sustain pulse to the second sustain pulse at a first display ratio in a first subframe that is different from a second display ratio at which the sustain pulse is changed from the first sustain pulse to the second sustain pulse in a second subframe, which is different from the first subframe,

as recited in claim 14. Thus, it is respectfully submitted that claim 14 patentably distinguishes over the cited prior art and is in a condition suitable for allowance.

Claims 15-17 depend either directly or indirectly from claim 14 and include all the features of claim 14, plus additional patentable features that are not discussed or suggested by the cited prior art. Therefore, it is respectfully submitted that claims 15-17 patentably distinguish over the cited prior art and are in a condition suitable for allowance.

None of the cited prior art, including Mori et al., discusses or suggests:

changing the sustain pulse from the first sustain pulse to the second sustain pulse at a first display ratio in a first subframe; and

changing the sustain pulse from the first sustain pulse to the second sustain pulse at a second display ratio, which is different from the first display ratio, in a second subframe, which is different from the first subframe,

as recited in claim 18. Thus, it is respectfully submitted that claim 18 patentably distinguishes over the cited prior art and is in a condition suitable for allowance.

Claims 19-21 depend either directly or indirectly from claim 18 and include all the features of claim 18, plus additional patentable features that are not discussed or suggested by the cited prior art. Therefore, it is respectfully submitted that claims 19-21 patentably distinguish over the cited prior art and are in a condition suitable for allowance.

None of the cited prior art, including Mori et al., discusses or suggests:

maintaining the sustain pulse as the first sustain pulse in a first subframe regardless of a display ratio in the first subframe; and  
changing the sustain pulse from the first sustain pulse to the second sustain pulse in a second subframe in accordance with a display ratio, the second subframe being different from the first subframe,

as recited in claim 22. Thus, it is respectfully submitted that claim 22 patentably distinguishes over the cited prior art and is in a condition suitable for allowance.

Claims 23-24 depend either directly or indirectly from claim 22 and include all the features of claim 22, plus additional patentable features that are not discussed or suggested by the cited prior art. Therefore, it is respectfully submitted that claims 23-24 patentably distinguish over the cited prior art and are in a condition suitable for allowance.

## **CONCLUSION**

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

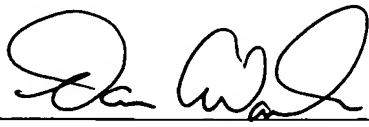
Serial No. 10/807,535

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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